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NEWSPAPER

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Advertising Age

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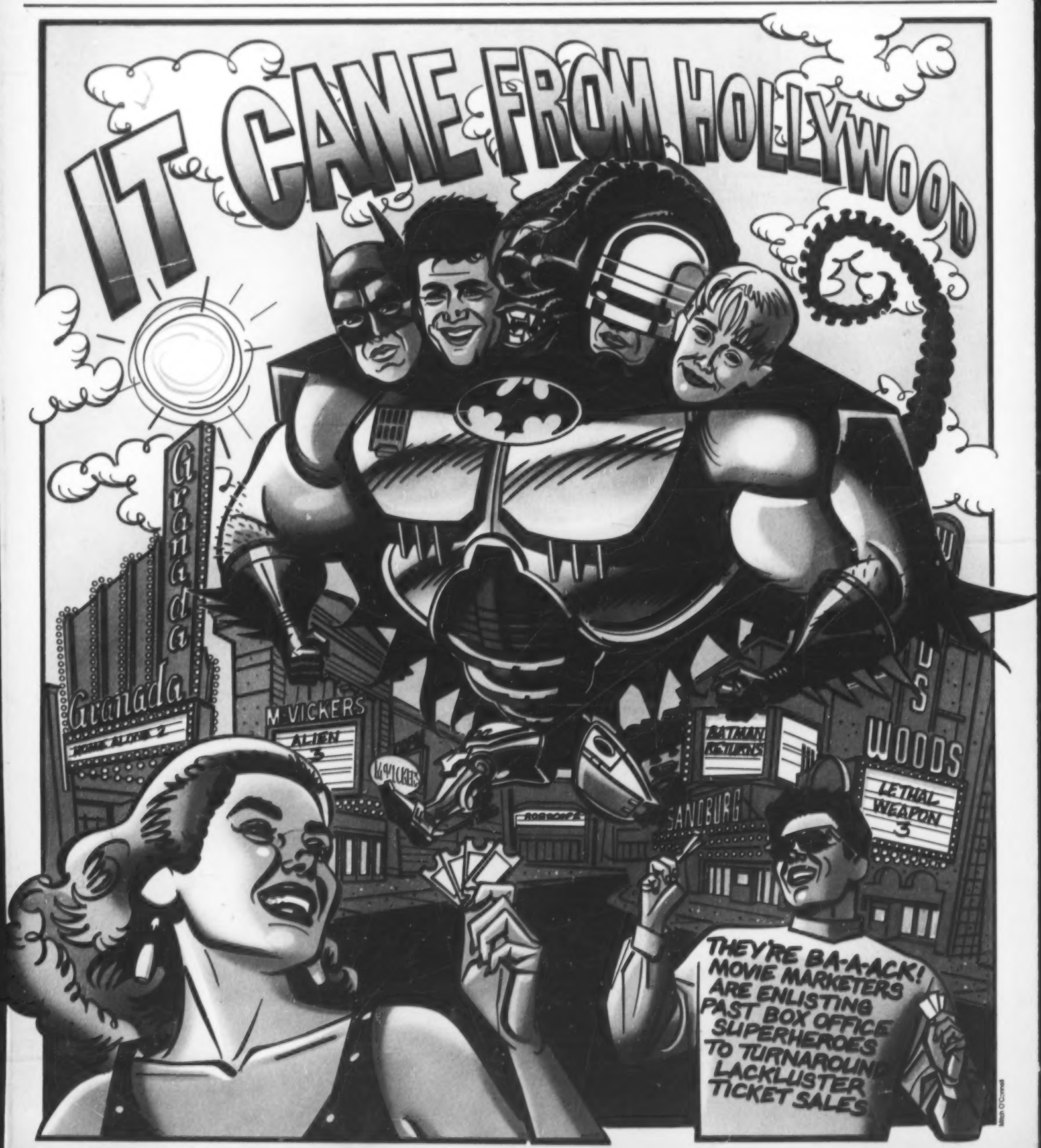

NEWS SUMMARY

■ **Procter & Gamble** said it won't participate in the TV networks' traditional upfront market this summer and will instead establish its own TV buying schedule. 1

■ **Nissan Motor Co.** dropped Dentsu, one of its agencies in Japan for more than 40 years, in favor of Hakuhodo. 1

■ **Eveready** is testing Green Power, a zero mercury-added alkaline battery, and competitors plan similar battery lines. 1

■ **Mennen's** agency roster may change following the company's purchase by Colgate-Palmolive. 3

■ **Network TV clutter** is detailed in a study by the Four A's and the Association of National Advertisers. 3

■ **Jeans marketers** report the long-stagnant category is growing again, due to the slow economy. 22

■ **Newsstand sales** of many magazines were lower in the second half of 1991, and lower rate bases will result. 42

■ **Hershey Foods** entered the peanut butter field with its Reese's candy brand. 56

■ **Campbell Soup Co.** is extending its Healthy Request brand to spaghetti sauce, slated to roll out this spring. 59

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ABP MPA ABC

Bob Garfield's Ad Review column will return next week.

TV's Olympic winner

CBS' ratings so far are exceeding guarantees

By Joe Mandese

NEW YORK—CBS is going for the ratings gold with its coverage of the 1992 Winter Olympics in Albertville, France.

For the first six days of coverage, CBS' ratings exceeded the network's expectations and its guarantees to advertisers.

CBS had guaranteed Olympic advertisers a prime-time rating of 17, but ratings for Feb. 8 to 13 averaged 19.1, according to Nielsen Media Research.

That's 2.7% higher than the 18.6 rating ABC averaged for its coverage of the 1988 Winter Olympics in Calgary, Alberta, and 20% higher than the 15.9 rating ABC averaged for its coverage of the 1984 Winter Games in Sarajevo, Yugoslavia.

While CBS' 1992 Olympics ad sales won't directly profit from those high ratings, which are a bonus for Olympics advertisers, they contribute to the network's season-to-date prime-time lead over ABC and NBC.

But perhaps more significantly, CBS' Olympics ratings success is also boosting the overall three-network share for the first time since the mid-1980s. Share figures represent a percentage of households watching TV, while ratings points represent the percentage of all TV households.

The Big 3's season-to-date combined share is 62.7, two-tenths of a point higher than the same period in 1990-91, according to a Network Television Association analysis of data from Nielsen.

Tim McCarver and Paula Zahn anchor CBS' surprisingly successful Olympics broadcast.

"The fact that network share hasn't gone down and appears to have stabilized is significant, because last year at this time . . . the network share was down 4 points," said Rob Frydlewicz, associate media research director at N W Ayer.

For the entire 1990-91 season the combined share for the Big 3 was down 3 points, about a point more than network executives had projected.

Network researchers attributed the extra point loss to several unusual programming factors, including the Persian Gulf War, which drove viewers to alternatives like Cable News Network.

The Big 3's share gain this season isn't coming at the expense of network alternatives, which are either stable or up over last year. Instead, the networks appear to be winning viewers back to TV. The number of TV households watching prime time has increased about 1% this season compared with the same period last year, according to the Network Television Association. The biggest beneficiary is Fox Broadcasting Co., up 3 points to a 13 share.

Basic cable networks are also up 1 point to a 19 share, but unlike last year when CNN was the primary beneficiary of the war, there's no single cable network benefiting from this year's increases.

Share figures for independent TV stations are even with last season at 15.

Among the Big 3 networks, CBS is up 2 share points this season to a 22. ABC and NBC are even with last season, with a 20 and 21 share, respectively.

Although CBS' revenues won't benefit directly from its high Olympic ratings, it will likely help the network sell ad time for its coverage of the 1994 Winter Olympics in Lillehammer, Norway.

CBS said it had sold about half its 1994 Olympics ad time going into Albertville.

By exceeding its ratings guarantees to Olympic advertisers, CBS won't have to give away precious make-good units to those advertisers. □

'Daily News' attracts interest of several potential buyers

By Scott Donaton

NEW YORK—A bidding war for the troubled *Daily News* could take shape following last week's distribution of a prospectus to potential buyers and investors.

In a surprise development, *New York Post* owner Peter Kalikow announced he's ready to make an offer for the *News*. He hadn't received a prospectus at press time.

News officials said the prospectus was distributed by Salomon Bros. to as many as 10 parties, including Mortimer B. Zuckerman, owner of *U.S. News & World Report* and *The Atlantic*. Mr. Zuckerman is believed to be among the most serious potential bidders.

"We got some information, and we're digesting it," said Fred Drasner, president-ceo of *U.S. News*. "It's still too premature" to determine Mr. Zuckerman's level of interest, he added.

The tabloid *News* filed for Chapter 11 bankruptcy protection in December following the unraveling of the late Robert Maxwell's media empire.

The *Post's* Mr. Kalikow, a real estate developer who declared personal bankruptcy last year, wouldn't disclose terms and conditions of his offer until after reviewing the prospectus. He said his banks knew of his intentions, though it was unclear how he would finance an acquisition.

"It is abundantly clear to me, and anyone familiar with the New York newspaper market, that the surest, and perhaps only, opportunity for the *Daily News'* survival lies in combination with the *New York Post*," Mr. Kalikow said in a statement.

Post owner Peter Kalikow says he's interested in buying the *Daily News*.

In reply, the *News* released a statement saying, "We welcome expressions of interest from any party who qualifies as a potential investor."

Media analysts, who've long considered the New York newspaper market overcrowded, speculate Mr. Kalikow would merge the papers, giving the *Post* a much-needed Sunday edition. But they question the wisdom of such a plan.

"Nothing plus nothing equals nothing," said a media analyst who asked not to be named.

The *Post* has itself been on to the brink of disaster more than once. But Mr. Kalikow said the tabloid has been operating profitably since October 1990, when he won significant labor concessions.

Others mentioned as potential *News* buyers include Hartz Mountain Corp. Chairman Leonard Stern; News Corp. Chairman Rupert Murdoch; Canadian-based newspaper publisher Conrad Black; financier Marvin Davis; syndicated columnist Percy Ross; and Lord Rothermere, chairman of London's *Daily Mail*, who in a recent *Forbes* interview indicated a desire to own a U.S. newspaper.

It wasn't known if any of them received the prospectus.

The prospectus doesn't include an asking price or deadline, said Howard Seife, lawyer for the *News* creditors' committee. It's believed buyers would be asked only to assume the paper's liabilities.

"If a buyer comes along, it will be an ego buyer and the buy will be contingent on significant labor concessions from the unions," said Andrew Marcus, VP at investment banking company Henry Ansbacher Inc.

Mr. Seife said Salomon Bros. is developing a long-term business plan for the *News* to emerge from Chapter 11 and continue on its own if a buyer or investor isn't found. □

Papers see signs of ad recovery

By Christy Fisher

Some major newspapers are seeing signs of an upturn in advertising, leaving many hopeful that the worst is over.

Though retail advertising remains in the doldrums for most papers, several report boosts in automotive, help-wanted and real estate ads—often considered the barometers of an economy.

The industry is eager for any hint of an upturn. In 1991, newspapers reported their worst downturn ever in ad revenues and the first two-year decline in the 42 years that ad revenues have been tracked.

The Washington Post in January saw its first increase in recruitment advertising in 40 months; the *Chicago Tribune* reported its third consecutive month of overall gains in advertising, the first such showing in two years. In addition, the *Tribune* has bucked the trend by having eight consecutive months of gains in retail advertising.

"Perhaps we have turned a corner in this recession."

The News & Observer of Raleigh, N.C., reported across-the-board increases in advertising in January, up 8% compared with the same period a year ago. Classified ads showed the first increase in two years.

The Milwaukee Journal and *Milwaukee Sentinel* reported advertising over January budget projections, with increases in financial, travel, auto and employment advertising.

"Though [the uptick] was expected because of the war a year ago, the increases we are seeing are greater than what the war would have allowed," said Durwood Canady, classified advertising director for the Raleigh paper. "Every aspect of our business . . . has shown signs that perhaps we have turned a corner in this recession."

"There's a definite feeling of optimism," said Beverly Klein, senior VP-marketing for the Milwaukee Journal & Sentinel. "We get the feeling from our advertisers that consumers are loosening up. Our customers are doing well in homes and cars, and that's encouraging . . . Those two categories are tremendously important to the economy."

But other newspapers are more cautious.

"It's hard to determine what is truly an

(Continued on Page 61)

Study finds shows with worst clutter

NBC, Fox have most, says ANA/4A's report

By Joe Mandese

NBC has the most clutter and ABC the least of the Big 3 TV networks, but wide swings occur in the clutter levels of specific shows on all the networks.

Those are the findings of a report released last week by the Association of National Advertisers and the American Association of Advertising Agencies *(see detailed chart on Page 61)*.

While ABC averages 13 minutes, 4 seconds of non-programming time per prime-time hour, its half-hour series "Full House" contains the 1-hour equivalent of 15 minutes, 12 seconds of non-programming time. (In this study, clutter times in half-hour shows are doubled.)

ABC has the least cluttered show of the Big 3: "Civil Wars," which averages only 10 minutes, 4 seconds of non-programming time, the study showed.

NBC has an average of 13 minutes, 51 seconds of clutter per prime-time hour. Its half-hour series "Seinfeld" has the highest clutter of any show on the Big 3 with 16 minutes, 24 seconds. The low is "In the Heat of the Night," with 11 minutes, 42 seconds.

CBS, with an average of 13 minutes, 37 seconds per prime-time hour, has the narrowest range: from 14 minutes, 50 seconds on "Top Cops" down to 12 minutes, 22 seconds on "Knots Landing."

Fox Broadcasting Co. has the highest prime-time clutter average of any broadcast network with 14 minutes, 54 seconds of non-programming time.

Fox's highest single show is the half-hour "Drexell's Class," with 17 minutes, 8 seconds; the lowest is the half-hour series "Herman's Head," with 12 minutes, 12 seconds.

Clutter is the total of all non-programming time,

(Continued on Page 61)

Who's tops in TV clutter

Network TV shows with the highest minutes of non-programming time per hour.

Source: Association of National Advertisers and American Association of Advertising Agencies

Mennen sale to rock shops

By Pat Sloan

NEW YORK—Colgate-Palmolive Co. will get an immediate and much-needed boost in the U.S. personal products market via its $670 million purchase last week of Mennen Co.

But the deal could mean changes in Mennen's agency roster because of conflicts between Colgate and global competitor Unilever.

Mennen's more than $35 million in spending is split between McCann-Erickson Worldwide and Lowe Group, McCann's sister agency in Interpublic Group of Cos. McCann has the Speed Stick deodorants and Home Expressions Group line of home fragrances, while Lowe has Afta, Skin Bracer and Baby Magic.

McCann and sister shop Lintas:Worldwide are the primary agencies for Unilever's Chesebrough-Pond's unit. That wasn't a problem for Mennen, but Chesebrough markets a variety of deodorant and skincare products that form the global battleground for Unilever and Colgate.

The Mennen acquisition, subject to government approval, is widely seen as a gambit to keep Colgate in the U.S. personal products game. It's an area in which both Unilever and Procter & Gamble Co. have strengthened their hands in the past several years through acquisitions and increased product support.

"I think Colgate realized they were quickly becoming a non-entity in the U.S. personal products business compared to Unilever and P&G, and they had to make some move quickly," said industry consultant Allan Mottus.

Colgate is unlikely to tolerate any agency conflicts as it gears up for battle with P&G and Unilever, agency sources say.

Lowe has no apparent conflicts, agency sources say. But McCann now handles Chesebrough's Vaseline Intensive Care line of skincare products and the company's Pond's facial-care products.

Even if Colgate keeps McCann on the Mennen brands, the agency might face problems with Unilever.

"I think Colgate had to make some move quickly."

"It would be a hard one for Unilever to accept," said one agency source, who added Unilever was already uneasy about McCann's work for L'Oreal cosmetics. McCann is also an agency for personal products marketer Johnson & Johnson.

A Colgate spokesman said there's been no decision on agency assignments.

Colgate's two worldwide agencies, Foote, Cone & Belding, Chicago, and Young & Rubicam, New York, are hopeful the acquisition means new business for them.

"Colgate has a two-agency policy. I assume we'll split up the Mennen business," said an execu-

(Continued on Page 62)

Sponsors lash Olympic ambushers

By Joe Mandese and Alison Fahey

Leading sponsors of the Olympics are pressuring the International Olympic Committee to close a loophole that enables network TV advertisers to sport the Olympic rings.

The group, led by the Eastman Kodak Co., wants the committee to stop advertisers from using the so-called "composite logo," which combines the network's logo with the Olympic rings.

"It's being seen as an Achilles' heel for the sponsorship program," said Robert Prazmark, a consultant with ISL Marketing, which markets The Olympic Program of worldwide sponsorships.

"For official sponsors, the existence of the composite logo does present a problem with dilution," said Robert Croog, director of trademark advertising at Kodak. "What it does is blur the distinction between Olympic sponsors and simply the ones that buy time" on the telecast.

The composite logo is used by CBS in broadcast billboards that mention a variety of TV advertisers, thanking them for their support of the Olympic broadcast. Many of those advertisers aren't official Olympic sponsors but have merely bought airtime on the broadcast.

Even though such use of the composite logo is authorized, official sponsors claim it dilutes the value of their sponsorships.

They also complain that some advertisers are making unauthorized use of the composite logo by using it in TV spots and support materials.

Some Olympics sponsors feel

(Continued on Page 55)

CBS

ALBERTVILLE 92

Kodak is upset that advertisers who aren't Olympic sponsors can use network Olympics rings.

NEWSWATCH

News briefs and developments in interactive media technology.
—By Bradley Johnson

Sorry, wrong number

When callers dial Bally's Health & Tennis Corp., they'll find out about Bally's. And Bally's, the nation's largest health-club chain, will find out about them.

Through an automated call-routing system from Western International Media Corp., calls to the 800 numbers listed in Bally's ads are answered by the nearest club.

That makes it easier for a club rep to offer a personal invitation to the prospect, raising the likelihood of a sale.

Western automatically captures the caller's phone number and can cross-reference it to come up with a name and address. That can give Bally's two more ways to pursue a hot lead. based media buying service, developed its phone system after a request by client Bally's. It now offers the system to non-media buying clients.

DOS boot

This month, General Motors Corp.'s Buick Motor Division will invite 150,000 potential customers to play golf and check out cars—via computer.

By booting up Buick's floppy disc on their PCs, prospects can play a simulated round of golf—call it Nintendo for grown-ups—and then look over the latest Buicks. Through text, animated graphics, pictures and sound, they can check the cars' specs and prices.

The disc will be mailed only to prospects who return a direct mail piece or respond to advertising.

Buick intentionally doesn't pass prospects' names on to local dealers.

"We want this to be non-threatening," says Fred Wood, chief operations officer of Inmar Group, a San Antonio, Texas-based sales promotion company that develops Buick interactive software campaigns.

Each annual 150,000-disc mailing leads to sales of "over a thousand" new Buicks, says Nancy Newell, manager of leasing and electronic product information.

What's on line

TV watchers zap ads they don't like. But thousands of users of Prod-

(Continued on Page S-6)

800/900: King of the road in marketing value, usage

Two phone lines hold own advantages for promotion, customers

By Junu Bryan Kim

Among interactive media technologies, 800 and 900 telephone services currently can go where others don't—to almost all U.S. households.

None of the other technologies in the interactive arena, which includes computer on-line services, fax bureaus and TV systems, can provide such access to the marketplace.

This access lets almost all U.S. consumers place orders, get information, find dealers, enter sweepstakes and voice opinions, among other things.

Importantly, the numbers also enable sponsors to collect customer data for market trends, databases or customer profiles, within hours or days instead of weeks or months.

Although 800 and 900 numbers are used for similar applications, each number has features that best suit specific marketing goals.

800: Tried and true

The 800 number has become the classic direct response vehicle, for its around-the-clock convenience and because it's free for consumers.

"People are comfortable with it, they understand it and they like it," says Brian Rivette, VP-marketing at Call Interactive, a phone service bureau that handles 800 and 900 calls.

These characteristics make 800 numbers appropriate for sponsors looking to facilitate consumer responses, such as order placement, lead generation and customer service—the three major uses for 800 numbers, according to Strategic Telemedia, an 800 and 900 industry analyst company.

Because the 800 number has been used for more than 25 years, sponsors have few problems with it. Still, potential sponsors must recognize two considerations before establishing 800 service.

The first is the cost. According to a study by market researcher Deloitte & Touche, sponsors of 800 numbers spend $5 billion a year operating these services.

For an individual marketer, the technological aspects alone cost about 25¢ to 32¢ per call-minute.

The final bill, however, represents only part of the expense problem. The bigger headache lies in estimating the number of responses the program will generate, which determines the program's ultimate cost.

NutraSweet Co. predicted 540,000 calls for a five-week promotion last summer and ended up fielding more than 1.5 million responses (*see story on Page S-4*).

One way sponsors can circumvent this budgeting problem is by enacting a limit on the number of calls made on the line, though the sponsor should mention the limit in promotional materials.

Other ways of reducing—or increasing—the volume of calls involve how the 800

(Continued on Page S-4)

Inside Double choice of 800 and 900 lines blossoms for Lotus ..... **Page S-2**

Edited by Junu Bryan Kim

Promo rolls via operator switching

By Betsy Spethmann

NutraSweet Co., in choosing an 800-number sweepstakes to help celebrate the sweetener's 10th anniversary, decided in favor of goodwill over costs.

Because the promotion was image-oriented, the feeling of goodwill created by an 800 number outweighed any savings from a 900 number, says Victor Imbimbo, president of promotion agency Hadley Group.

The company's key corporate customers were in effect game pieces in the game, in which participants called the number and punched in universal product codes of the 2,000-odd products that contain NutraSweet. That got them a chance to win one of 18,000 prizes and/or trips.

Since NutraSweet has no sales force to implement in-store support, the 800 number was critical to a national promotion. "We've always struggled with how to develop a promotion that will increase volume and serve [food and beverage] customers," says Jim Mitchel, NutraSweet's U.S. marketing director.

The sweepstakes used a two-part phone system with automated and live operators to provide winning and "try again" messages. Consumers who entered the UPC of 12 key products containing the sweetener heard customized messages, such as "Thanks for choosing Diet Coke."

With the 800-number technology being used for the first time, "I had some concerns," Mr. Mitchel says. "But everything worked out phenomenally well."

This promotion marked the first use of a live-and-automated-operator combination answering system in the interactive phone industry, says Phillip Congello, VP-account director at Hadley.

Calls from a Touch-Tone phone went through the automated process with callers punching in a product UPC. Calls from rotary phones were routed to live operators, who pushed the call to the automated system.

Hadley projected 540,000 calls based on the average FSI response rate of 2%, but the promotion generated 1.5 million calls. □

800/900 advantages

(Continued from Page S-1)

number is presented in promotion materials, Mr. Rivette says.

Simply, the more an 800 number is mentioned or the easier it is to read in an ad, he says, the more calls will be made on it—and vice versa.

900: Passing the buck

A 900 number offers marketers many of the same benefits as 800 numbers, in terms of convenience and instant access to information or sales staffs. But, of course, the consumer pays for the call.

National Association of Information Services, a 900-industry trade group, estimates there are 14,000 lines using 900 numbers currently.

If calls generate enough response, they can even serve as a revenue stream, such as with *Playboy's* call-in services (*see story on Page S-5*). Charges for a 900 number have been known to run up to as high as $50 per minute but usually are about $1 per minute.

Perhaps more important, 900 numbers allow marketers to generate qualified responses.

Although the charge might reduce the total volume of calls on the line, the calls eliminated will be from customers who have only a minor interest in what's offered.

"Using a 900 number may give you fewer leads, but they'll give you a higher dollar because more leads are interested," says Bruce Kushnick, president of Strategic Telemedia.

To increase the amount of qualified sales leads it received, Warner Bros. changed its gift catalog giveaway line from an 800 number to a 900 number early last year. On the 800 line, Warner Bros. picked up the expenses of both the call and the catalog. Now, however, the company bills callers $1.50, which helps pay for

In advertising one half is usually wasted. We can show you which half.

It's been said that 50% of the money spent on advertising is wasted on persons who have no interest in the product. The trick is knowing which 50%. That's where we come in.

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Price, media, purpose need resolution first

Undertaking a phone-based interactive service means more than choosing between an 800 or a 900 number.

Before launching a service on either number, sponsoring marketers must do some front-end and back-end preparations.

The questions that need to be answered before the program starts include:

- **How much will you pay to receive calls?** The charges for 800 and 900 lines are about the same—between 25¢ and 32¢ per call-minute, depending on the service bureau and the number of lines rented. The main difference between 800 and 900 numbers, of course, is that callers "reimburse" sponsors for 900 calls.

However, this question not only addresses the choice between 800 and 900, but it makes sponsors consider whether to answer calls with live or automated operators.

For certain applications, sponsors may want live voices handling calls. But automated systems generally cost between 30% and 40% less than live operators, says Brian Rivette, VP-marketing, Call Interactive.

Hearing is believing for 'Playboy'

By Ira Teinowitz

Playboy says it went into the 900 business to be more responsive to readers. To its amazement, it also found a profit center.

Playboy won't be specific but confirms that last year it generated more than $1 million on its 900 numbers.

These services include comments by centerfold models, polls on the centerfold of the year and answers from the "*Playboy* Advisor" column in the magazine. The title bases its services, which cost around $3 a minute, on information sought by readers.

Playboy started its 900 service in January 1990 to better reach readers.

"We saw the technology available and saw it as a way to connect more with the editorial product," says Bobbi Gutman, senior VP-circulation and ancillary revenues.

Although the service is a moneymaker, *Playboy* claims the revenue potential of 900 lines hasn't influenced editorial decisions.

"We offer a connection with the editorial product, which our readers tell us time and time again, by their number, that we are providing a service," Ms. Gutman says.

The title also has helped one advertiser use its lines. Distiller Christian Bros. Sales Co. hired a former Playmate and parodied the "*Playboy* Advisor" feature with the questions asking when to drink brandy.

Despite its interest in 900 lines, *Playboy* bans ads from other 900 services.

According to James Spanfeller, associate publisher, the ban is aimed at sex talk lines and was enacted because *Playboy* had no control over the content of other companies' lines. But, he adds, the ban was in place before *Playboy* went into the 900 number business.

"For ethical [reasons] and from the business standpoint, we bar them from the book," he says.

However, Mr. Spanfeller says *Playboy* would consider allowing 900 ads from package-goods companies.

"If someone was doing it for a listing of retailers, we would think of making an exception," he says. □

the call and the catalog.

To generate responses, sponsors must offer something of value to consumers that will justify the call's cost. "It's incumbent on the sponsor to give additional value to callers," Mr. Rivette says.

The item of value can be a coupon or product sample.

Still, 900 numbers have potential problems. Foremost is that the public and many marketers associate 900 numbers with adult-oriented services and fraudulent offers.

Mr. Rivette admits many clients bring up this issue with him when they discuss possible 900 projects. But, he contends, this shady image is slowly fading.

"You see the good guys doing a lot of work with it, and then this image disappears," he says.

Also, adult services comprised only 3% of the calls made last year to 900 services, according to Strategic Telemedia.

Furthermore, as with other business-by-phone operations, nationwide 900 pro-

(Continued on Page S-6)

■ **Can you can assess your media support?** As responses come in, sponsors should be able to evaluate which ad vehicles have generated calls. This allows sponsors to adjust their media plans.

One way to assess the general media exposure in 800 promotions: Use several 800 lines, with each corresponding to a specific ad.

■ **Purpose of assembling data?** Sponsors should know beforehand exactly what will be done with the data from callers, whether it's to create a customer profile, construct a database or send literature or product samples. Along these lines, if a database computer program is used, the software must be flexible enough to let sponsors manipulate it as desired. □

—Junu Bryan Kim

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Abbie Shine, National Accounts Manager

Phone Base Systems, Inc.
New York, N.Y.
Vienna, VA

NEWSWATCH

(Continued from Page S-1)
igy Services Co. recently called up an ad they wanted to see.

Panasonic Co., which advertises on Prodigy, an interactive on-line personal computer service owned by IBM Corp. and Sears, Roebuck & Co., recently conducted a sweepstakes/survey via the service.

Panasonic's full-screen ad offered Prodigy's 750,000 subscribing households the chance to win a big-screen TV by filling out the on-line survey. Normally, Prodigy runs sponsors' ads across the bottom quarter of the PC screen; subscribers must tap a few keys to see the full, multiscreen ad.

The promotion generated 45,000 responses, giving Panasonic the names, addresses, phone numbers and buying plans of the participants.

Touching, very touching

At Indiana University, students wanting to check out previews of NBC-TV's Thursday night lineup or see if AT&T Co. is the right choice have this information at their fingertips.

Indiana is one of 10 campus sites that last fall received MarketSource Corp.'s InfoSource, interactive kiosks that combine a touch screen, TV, stereo, computer and laserdisc player.

MarketSource, a Cranbury, N.J.-based media and marketing services company, plans this fall to be on more than 100 campuses, which get the kiosks free.

The kiosks show commercials—previews from NBC and Columbia Pictures, for example, and ads from Reebok, AT&T and IBM—shipped monthly on laserdisc as well as campus maps and calendars programmed in by the schools. Costs range from $3,600 for a poster-size ad on the side of one kiosk to $300,000 for a 30-second spot that appears about every 15 minutes.

Students control the programming by touch screen. "College students of the computer and MTV generation are predisposed to this," says Mark Wasserman, InfoSource program manager.

Remote possibilities

With a new gizmo from TV Answer, couch potatoes may soon be able to order a pizza, shop video catalogs and do their banking without taking their eyes off the television.

"We hear all the time [that] this is just making couch potatoes couchier, but it's not," says Paul Sturiale, media relations manager for TV Answer. "It's forcing them to be more active."

As in interactive.

The Federal Communications Commission in January approved two-way interactive video and data services, a technology championed by TV Answer that could allow broadcast and cable programs and commercials to be interactive.

The FCC is likely to begin naming licensees for the technology in major markets within six months, with the first cities up and running by Christmas, Mr. Sturiale says.

As envisioned, consumers will buy a VCR-size, radio wave-controlled box that attaches to the TV set. When a special icon appears on a TV show or commercial, viewers will know they can interact via remote control and, for example, request information or play a game show. Consumers also will be able to do home banking and shopping.

TV Answer hasn't signed any deals yet with licensees, advertisers or programmers. Mr. Sturiale says the anticipated $500 price of the box won't be a stumbling block.

"We think there are plenty of consumers at that price point," he says. □

Scott Hume contributed to this report.

This multiscreen ad/survey, which ran on Prodigy, gave Panasonic the names and addresses of 45,000 potential TV buyers.

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800/900

(Continued from Page S-5)
grams must meet regulations by the Federal Communications Commission and states.

Another potential trouble spot sponsors must recognize involves marketing a 900 program to those under 18.

Video Jukebox Network, an interactive music video cable network, incorporates a number of precautions, including reminders for those under 18 to obtain parental permission before calling and a preamble at the start of the call stating how much it costs. It also allows callers to end the call before charges are incurred.

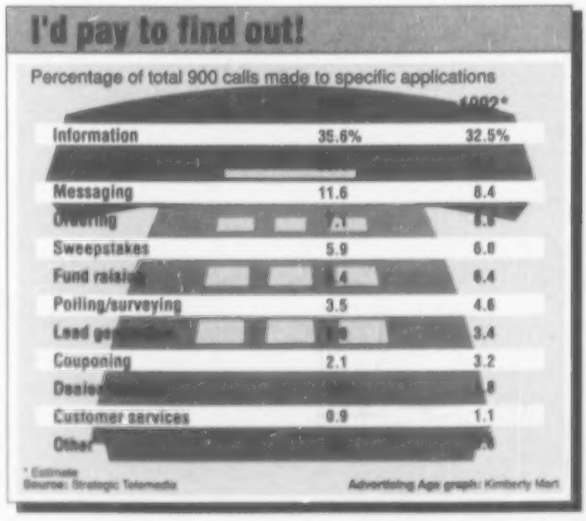
Certain such procedures were mandated by the FCC late last year, but the network has had them in place since its inception, says Andrew Orgel, president-ceo of Video Jukebox, available to 13 million cable homes as it celebrates its third anniversary.

Callers who enter the wrong song number can cancel their selection without any charge (viewer requests cost between $2 and $3 depending on how many videos are requested or if a call is made to the live or automated operator). The network also operates a 24-hour, toll-free line and offers free blockage of interactive phone services to any home.

Although 800 and 900 numbers have individual benefits, sponsors might find neither fully suits their needs. The best choice might be to use both services, as Lotus has done.

Mr. Kushnick predicts there will be an increase in the number of sponsors using both services as companies look to meet their customers' different assistance needs.

"Companies shouldn't be monolithic when making one or the other their decision," Mr. Kushnick says. □



Magazines lose at newsstand

Sales drop forces lower rate bases

By Ira Teinowitz

Many magazines suffered reduced newsstand sales in the second half of 1991, and lower rate bases will result.

While figures in the Audit Bureau of Circulations' FAS-FAX report show newsstand sales declines for many magazines, some were able to bolster results with subscription gains.

Magazines that rely heavily on newsstand sales, most notably *First for Women, Woman's World, TV Guide, Woman's Day, Family Circle* and the *Star*, suffered the most.

"Single-copy sales by every member seem to be somewhat depressed. They are somewhat soft," said Joe Cece, publisher of News America Publications' *TV Guide*. "I think in large part it's the general recessionary pressure. I don't think there is less interest in magazines."

"The economy hasn't bounced back as quickly as we had hoped," said Craig J. Vander Ploeg, managing director of the Magazine Consultancy, which handles marketing for Bauer Publishing titles, including *First for Women* and *Woman's World*. "We think newsstand continues to be weak, and it's affecting us because 100% of our circulation is single-copy."

First for Women saw circulation drop 33.4% in the second half of 1991 to 1,764,430, compared with the same period a year ago. Some of the drop was due to *First's* switch to eight issues in the period from six the year before. When a magazine boosts frequency, each issue is on the newsstand for a shorter time, and this can hurt sales.

First failed to meet its 2.5 million rate base, and will lower it to 1.5 million with the March issue. It will increase frequency to 16 times this year from 14 last year, and plans to go every-other-weekly in 1993, Mr. Vander Ploeg said. He wouldn't say whether Bauer is considering subscription sales.

Woman's World's circulation fell 15% to 1,279,280—below its 1.3 million rate base.

TV Guide, whose total circulation fell 3.5% to 15,053,018 after single-copy sales slid 6.1%, also failed to make its 15.2 million rate base. It will lower the rate base to 14 million in March in expectation of a further sales drop as the cover price rises to 89¢ from 79¢.

The New York Times Co.'s *Family Circle* dropped 8.1% at the newsstand and 6.8% overall, though still above its lowered 5 million rate base. Newsstand sales of Hachette's *Woman's Day* dropped 10.3%; overall sales fell 3.8%. Publisher Bob Mate attributed the drop to publishing eight issues in the period vs. seven in 1990.

Enquirer/Star Group's *Star* saw circulation drop 9.6% to 3,102,026, well below its 3.5 million rate base.

Other magazines weathered the recession better.

Meredith Corp.'s *Ladies' Home Journal* was off 11.8% in the small portion of its circulation from newsstand sales but saw overall circulation rise 1.3%. Washington Post Co.'s *Newsweek* saw newsstand sales slip 2.6%, but overall sales rose 0.4%.

Among the few publications to see a rise in single-copy sales was The New York Times Co.'s *McCall's*, whose newsstand sales jumped 37.3% after a redesign, helping boost circulation 0.9% despite a drop in subscriptions. Time Inc. Magazine Co.'s *Sports Illustrated* boosted newsstand sales 17.1%; overall circulation rose 2.4%.

The latest report was the first to document free circulation of largely paid-circulation titles and the first to list more than fragmentary results from unpaid publications that the bureau recently agreed to audit.

The audit bureau's rival, Business Publications Audit of Circulation, also reported results, which included a 37.3% decrease in circulation for TVSM's *The Cable Guide*. The publication has switched from free to paid circulation for many cable subscribers. BPA also reported that *Sports Illustrated for Kids* grew 3.6% in paid circulation (to 635,318) and 2.7% in overall circulation. □

BPA circulation

Circulation of top magazines as reported to the Business Publications Audit of Circulation. BPA's list is based on total circulation and includes both paid and unpaid. Significant paid circulation is noted.

Rank	Magazine	Circulation	% chg
1	The Cable Guide*	6,951,677	-37.3
2	Friendly Exchange	5,332,497	7.6
3	The Disney Channel Magazine	5,306,570	2.7
4	Episodes	1,945,484	-3.6
5	Healthy Kids (Birth-3)	1,504,192	-0.1
6	U (college paper)	1,358,914	-4.7
7	Video Event*	1,330,533	21.1
8	Expecting	1,262,836	4.1
9	Baby Talk	1,166,633	8.0
10	American Baby**	1,168,269	0.3
11	Chevy Outdoors	1,065,006	New
12	Fantastic Flyer	1,059,926	New
13	Sports Illustrated for Kids**	867,954	2.7
14	Aris Traveler	864,178	New
15	Guide for Expectant Parents	858,075	-0.3
16	Price Club Journal	810,141	-13.4
17	Heartland USA	800,000	New
18	Realtor News*	743,131	-6.3
19	Real Estate Today*	732,131	-6.8
20	Asia Magazine	655,308	-8.4
21	Mac	629,863	13.0
22	PC World*	613,197	6.6
23	Appleseeds	592,528	18.3
24	Where	585,489	-0.9
25	Family	558,934	-1.1
26	CompuServe	520,018	18.4
27	Careers	505,050	-16.3
28	Child*	502,863	0.2
29	Snowmobile	485,997	0.8
30	Vis A Vis	458,381	-2.5
31	Continental Profiles	431,842	7.9
32	MacWorld**	430,211	8.9
33	Coming Attractions*	429,542	-3.0
34	Sky	416,467	2.6
35	Satellite TV Week*	389,626	3.5
36	MacUser*	382,016	22.7
37	On Sat*	376,215	8.1
38	Lotus**	363,224	-1.3
39	Video Preview Now Playing	339,967	-1.8
40	Twentyone	320,160	-2.0

*All or virtually all paid circulation; **American Baby includes 169,938 paid circulation; Sports Illustrated for Kids includes 635,318 paid; MacWorld includes 353,605 paid; Lotus includes 234,605 paid; New—new to BPA's audit. Source: Business Publications Audit of Circulation

Consumer magazine circulation

Top paid circulation magazines for the last half of 1991 (compared with the same period of 1990) based on Audit Bureau of Circulations figures. The audit bureau defines "paid" magazines as those with at least 70% paid circulation. As of this report, ABC also began examining unpaid circulation titles and unpaid circulation of paid titles. See notes below.

Rank	Publication	Circulation	% chg
1	Modern Maturity	22,450,003	0.1
2	Reader's Digest	16,209,637	0.0
3	TV Guide	15,053,018	-3.5
4	National Geographic	9,783,406	-4.2
5	Better Homes & Gardens	8,002,794	-0.1
6	Good Housekeeping	5,186,919	0.7
7	McCall's	5,066,849	0.9
8	Ladies' Home Journal	5,065,135	1.3
9	Family Circle	5,065,131	-6.8
10	Woman's Day	4,619,505	-3.8
11	Time	4,073,530	-0.5
12	Redbook	3,860,294	-1.2
13	National Enquirer	3,758,964	-1.2
14	Playboy	3,547,165	1.7
15	People	3,360,832	5.4
16	Sports Illustrated	3,297,493	2.4
17	Newsweek	3,224,770	0.4
18	Prevention*	3,204,583	6.0
19	Star	3,102,026	-9.6
20	American Legion Magazine	2,935,379	-0.7
21	AAA World	2,800,733	8.8
22	Cosmopolitan	2,741,802	5.4
23	Southern Living	2,361,076	0.9
24	Scholastic Teen Network	2,333,967	-10.1
25	U.S. News & World Report	2,237,009	-3.2
26	Smithsonian	2,140,349	-4.2
27	Glamour	2,081,212	-3.5
28	V.F.W. Magazine	2,063,354	2.5
29	NEA Today	2,034,846	2.8
30	Motorland	2,022,412	3.3
31	Field & Stream	2,002,732	-0.7
32	Money	1,933,864	1.0
33	Home & Away	1,861,346	0.2
34	Seventeen	1,851,665	4.5
35	Ebony	1,844,973	1.9
36	Country Living	1,839,065	2.0
37	Popular Science	1,837,026	1.6
38	Life	1,815,916	-1.6
39	First for Women	1,764,430	-33.4
40	Parents Magazine	1,752,474	0.5
41	Discovery	1,677,022	2.0
42	Popular Mechanics	1,639,033	-0.7
43	Adventure Road	1,523,853	2.0
44	Outdoor Life	1,502,818	-0.6
45	Sunset	1,491,509	5.8
46	Soap Opera Digest	1,447,483	0.0
47	The Elks Magazine	1,442,326	-2.1
48	Golf Digest	1,421,797	4.7
49	Penthouse	1,390,919	-13.8
50	New Woman	1,350,392	0.7
51	Boys' Life	1,299,061	-4.3
52	The American Rifleman	1,296,027	-6.0
53	Woman's World	1,279,280	-15.0
54	US	1,271,055	-4.2
55	Bon Appetit	1,255,006	-10.2
56	Vogue	1,252,566	3.0
57	Globe	1,237,822	6.7
58	Rolling Stone	1,229,525	0.0
59	Mademoiselle	1,206,175	2.4
60	Self	1,201,375	9.1
61	The American Hunter	1,178,462	-3.9
62	Sesame Street Magazine	1,162,236	-7.0
63	Teen	1,155,800	-1.6
64	Discover	1,124,115	0.2
65	Kiplinger's	1,121,072	-1.6
66	Golf Magazine	1,116,786	2.6
67	Travel & Leisure	1,100,398	-1.5
68	The Workbasket	1,095,119	-9.9
69	Country Home	1,091,976	6.1
70	The Family Handyman	1,076,905	-19.1
71	Archie Comics Group	1,075,923	-16.5
72	Home Mechanix	1,043,896	-14.1
73	Car & Driver	1,024,964	6.8
74	YM*	1,009,465	0.1
75	Business Week (Worldwide)	1,002,340	0.2
76	Weight Watchers Magazine	1,001,484	-1.8
77	Scouting	998,003	1.8
78	Jet	992,014	2.4
79	Vanity Fair	991,178	25.5
80	Cooking Light	960,131	3.9
81	House Beautiful	954,455	-3.1
82	Home	948,925	0.7
83	Elle	897,234	7.3
84	Consumers Digest	886,735	1.7
85	Working Woman	883,060	-1.3
86	Sport	880,221	-4.9
87	Gourmet	871,950	-3.1
88	PC Magazine	870,052	10.7
89	Victoria	868,627	7.8
90	Essence	868,504	2.1
91	Nation's Business	859,340	-0.1
92	Hot Rod	853,127	-2.7
93	Motor Trend	852,888	-4.5
94	Organic Gardening	851,287	-17.7
95	Popular Photography	851,039	-6.8
96	American Health	847,248	5.1
97	Endless Vacation	840,981	5.3
98	Amer. Legion Aux. News	837,204	1.3
99	Workbench	820,472	-4.9
100	Food & Wine	809,826	-1.0
101	Fortune (Worldwide)	804,516	1.4
102	True Story	790,400	4.7
103	Yankee	776,527	-22.4
104	Tennis	773,170	0.1
105	Omni	763,651	-10.1
106	National Examiner	752,983	-3.1
107	VFW Auxiliary Magazine	747,981	1.1
108	Metropolitan Home	746,074	10.4
109	Conde Nast Traveler	745,453	2.5
110	Shape Magazine	744,129	12.5
111	Entertainment Weekly	743,192	60.8
112	Road & Track	740,990	2.7
113	Forbes	740,926	-0.4
114	Esquire	740,143	2.8
115	In Health*	732,995	38.1
116	Harper's Bazaar	732,493	-2.2
117	Country America	726,171	20.7
118	Midwest Living	726,076	16.2
119	Weekly World News	722,234	-11.6
120	Traveler	720,830	1.9
121	Natl. Enquirer/Star Spec. Edtns.	705,671	New
122	PC/Computing	705,325	17.9
123	Vista USA	694,936	-9.9
124	Decorating Remodeling	684,447	2.7
125	Sassy	681,237	25.2
126	Inside Sports	676,177	2.9
127	Traditional Home	666,860	15.4
128	GQ	666,450	4.5
129	Working Mother*	664,176	-0.3
130	HG—House & Garden	650,374	4.2
131	Parenting*	649,153	16.9
132	Scientific American	642,624	0.2
133	Muscle & Fitness	642,349	6.0
134	Inc.	641,440	0.1
135	Flower & Garden	640,094	11.7
136	The New Yorker	627,263	2.2
137	Architectural Digest	626,790	-0.8
138	The Sporting News	625,224	-10.0
139	Colonial Homes	615,429	0.5
140	New Choices	612,198	5.5
141	Guns & Ammo	563,181	-3.5
142	Travel Holiday	562,036	-3.0
143	Mirabella	560,563	51.1
144	Country Music	553,274	14.6
145	The Rotarian	533,032	0.2
146	Pillsbury Classic Cookbooks	530,343	14.6
147	Automobile Magazine	530,312	11.0
148	Soap Opera Weekly	528,997	18.6
149	Bassmaster Magazine	526,060	1.4
150	Sports Afield	524,639	0.5
151	Natural History	515,166	-1.1
152	Sierra	513,193	7.1
153	Stereo Review	511,381	-5.4
154	Financial World	504,117	0.0
155	Byte Magazine	502,320	4.1
156	Premiere	492,940	4.7
157	WWF Magazine	486,635	18.6
158	Men's Health*	479,915	92.1
159	Audubon	476,618	1.7
160	Lear's	463,800	2.3
161	The Scottish Rite Journal	463,709	-11.7
162	3-2-1 Contact	461,188	1.8
163	Golf Illustrated	459,267	-2.3
164	The Atlantic	458,836	-2.8
165	Town & Country	454,232	0.2
166	Ski Magazine	452,028	-0.6
167	Video	451,294	0.2
168	Skiing Magazine	441,688	-0.3
169	Runner's World	433,466	-3.2
170	The Walking Magazine	432,542	-3.2
171	New York Magazine	428,408	-1.8
172	Game & Fish Magazine	426,411	25.3
173	Car Craft	417,012	-2.3
174	Eating Well*	407,375	New
175	Crafts	400,662	9.0
176	European Travel & Life	394,713	2.4
177	Computer Shopper	388,415	16.6
178	Macuser	382,016	22.7
179	Kentucky Living	375,571	6.7
180	Bicycling	373,961	-0.4
181	Satellite Orbit	370,970	7.0
182	Capper's	366,770	-2.8
183	Easyriders	361,443	18.5
184	Outside	354,060	10.1
185	Home Office Computing	350,094	0.0
186	Sun	346,180	-8.3
187	The Tennessee Magazine	344,664	5.2
188	Modern Bride	344,033	22.3
189	Video Review	342,255	-11.4
190	Entrepreneur Magazine	340,472	4.4
191	Longevity	338,898	8.0
192	Carolina Country	336,308	-0.1
193	The In-Fisherman	333,430	2.6
194	Petersen's Hunting	330,882	-5.8
195	Connoisseur	330,276	0.4
196	Bride's & Your New Home	322,755	-0.3
197	Flying	322,096	-1.8
198	Air & Space/Smithsonian	318,403	2.5
199	Petersen's 4 Wheel	315,048	-6.0
200	North American Hunter	313,719	33.1

*In addition to the figures above, Prevention's unpaid circulation was 39,771, YM's was 46,207, In Health's was 103,027, Working Mother's was 99,283, Parenting's was 70,175, Men's Health's was 26,220 and Eating Well's was 31,151. Magazines with less than 70% paid circulation include Bloodbuster magazine, whose 997,566 is free, and Vitality, whose 620,695 circulation is also free. Source: Audit Bureau of Circulations

LAUNCHING PAD

New publication launches.

'Young Executive'

Rodale Press introduces with a spring issue *Young Executive*, an annual spinoff of *Men's Health*, targeting executive males 20 to 45. The premiere issue features an on-the-job training manual for the '90s. Rodale may increase frequency next year. Rate base is 200,000. A b&w page is $4,000; a color page is $5,000. Richard Alleger is publisher and ad director; Mark Bricklin is editor. Offices are at 33 E. Minor St., Emmaus, Pa. 18098-0099. Phone: (215) 967-5171.

Young Executive
SALARY SURVEY '92
How Can You Get a 20-Year-Old Commuter Respect? p.20
608 Ways to Bosses Make Our Blood Boil p.60
How to Manage Your Former Coworkers p.40
Your Ultimate Promotion Strategy p.54

'SOHO'

Buhl Studios introduces with a May issue *SOHO*, a quarterly targeting international artists and collectors. The magazine will be distributed at airports, hotels and newsstands. Rate base is 100,000. A b&w page is $4,320; a color page is $5,400. Matthew Piazza is publisher and ad director; Louise Damberg is editor. Offices are at 114 Greene St., Third Floor, New York 10012. Phone: (212) 274-9041.

'Treasures in Needlework'

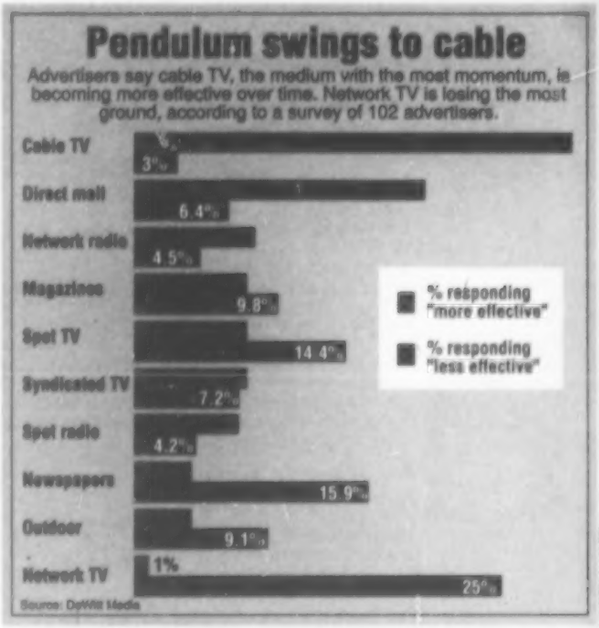
Craftways Corp., a subsidiary of Meredith Corp. and publisher of *Cross Stitch & Country Crafts*, introduces with a spring issue *Treasures in Needlework*, a quarterly targeting needlecrafters and collectors. Rate base is 200,000. A b&w page is $4,500; a color page is $6,000. Dale Schenkelberg is publisher, Joan Cravens is editor and Larry Fillon is ad representative. Offices are at 4118 Lakeside Drive, Richmond, Calif. 94806. Phone: (510) 262-7700.

'New Jersey Commuter'

Micromedia Affiliates introduces with an April issue *New Jersey Commuter*, a lifestyle monthly for daily commuters to New York and Philadelphia. The magazine will carry business news and information about travel, health, sports and events. Rate base is 170,000. A b&w page is $9,245; a color page is $12,000. Kate S. Tomlinson is publisher and ad director; Frank Finn is editor. Offices are at 55 Park Place, P.O. Box 920, Morristown, N.J. 07963-0920. Phone: (201) 539-8230.

'Executive Suite'

Eric Communications introduced with a February issue *Executive Suite*, a monthly targeting black business owners in the Washington-Baltimore corridor. The magazine in April adds coverage of Richmond, Va. Copies are distributed to personnel directors, local government officials, major corporations, and national and local organizations, as well as small and midsize businesses. Initial controlled circulation is 10,000. A b&w page is $600; a color page is $750. James Eric is publisher, editor and ad director. Offices are at 10169 New Hampshire Ave., No. 171, Silver Spring, Md. 20903. Phone: (301) 439-7750. □



Advertisers favor cable; network TV loses ground

NEW YORK—Advertisers say cable TV is becoming more effective while network TV is losing its shine.

A nationwide survey of 102 advertisers found cable TV is the medium whose effectiveness is strengthening the most over time. The January survey concluded network TV is the medium whose effectiveness is declining most.

"We continue to see an erosion in advertisers' confidence in network television as an effective medium," said Gene DeWitt, president of DeWitt Media, which conducted the study.

About 30% of respondents said cable TV is improving most. Direct mail ranked second in ad effectiveness growth, followed by network radio and magazines.

A quarter of respondents said network TV is losing effectiveness most, followed by newspapers, spot TV and magazines.

The wide-ranging study also found 52% of respondents plan to increase ad spending this year but not because of media inflation—two-thirds said 1992 political and Olympics ad spending won't inflate prices.

Moreover, most respondents said their increased spending was unlikely to go into the network TV upfront market. About 31% said they plan to spend less in the 1992-93 upfront market; 51% said they plan to spend the same as last year.

Those spending less on network upfront plan to cut budgets or shift money to cable TV, the network scatter market, magazines, spot TV and syndication. □

MEDIA MIX

News briefs on print, electronic and alternative media.

No prime-time erosion. Quelling speculation that one or more of the Big 3 networks might reduce prime-time schedules to 15 hours weekly from 22, the heads of two networks called that move unlikely. "We have no serious plans at this time to cut back," said Capital Cities/ABC President-CEO Daniel Burke last week at the annual TV advertising forum of the Association of National Advertisers. While he and NBC President-CEO Robert Wright noted the "bottom third" of the prime-time schedule is unprofitable, Mr. Wright said, "You never know which [third] it will be."

Passive resistance. Nielsen Media Research has the technology to conduct "passive" measurement of TV viewing, but implementation will depend on consumer acceptance, said John Holt, chairman-ceo of A.C. Nielsen Co. While some believe passive ratings meters would overcome some problems plaguing current people meter technology—including low response rates and questionable children ratings data—Mr. Holt said some households might consider the passive meter intrusive. Separately, Nielsen plans to conduct a major study on out-of-home TV viewing, sponsored by the Network Television Association.

Nickelodeon teems with NBA. Nickelodeon is testing sports programming for kids with six half-hour series produced by NBA Entertainment. The series are hosted by kids and focus on sports personalities and activities. The series will serve as a test for a weekly, magazine-format sports program for next winter.

ESPN signs promotion deals. ESPN Home Video, a division of the cable TV sports network, has signed separate promotional agreements with Kraft General Foods; Pennzoil Co.; AT&T Co.; and Coca-Cola USA in conjunction with BP Oil. The marketers will use ESPN's sports videos in national consumer promotions this year. □

Joe Mandese coordinates MediaWorks.

MEDIA WORKS

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Sources:
1980 and 1990 U.S. Department of Commerce, Bureau of the Census
1991 Sales and Marketing Management Survey of Buying Power
ABC audit report for 12 months ending 12/31/90

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St. Petersburg Times
Tampa Bay's Largest Newspaper

Ketchum slips in Japan, stresses N.Y.

By Jon Lafayette and David Kilburn

Ketchum Advertising's ambitious international expansion plans have hit a snag in Japan, but the agency is still moving to raise its profile in the U.S.

Ketchum's Tokyo office is in danger of collapse after losing six accounts totaling as much as $32 million in billings over the past three years.

But in the U.S., the agency is moving its headquarters to the New York office from Pittsburgh after 70 years in a drive to snare more business from midsize clients. The Pittsburgh office will remain open; parent Ketchum Communications will maintain its headquarters there.

Ketchum's growth has included establishing offices last year in France, Germany, Taiwan, Indonesia, Hong Kong and Canada.

Later this year, Ketchum hopes to establish an affiliation with an agency in Spain and is targeting Belgium, the Netherlands, Switzerland, Thailand, India and Brazil for 1993.

Jan Hedquist, Ketchum International managing director, said Japan is a critical market for Ketchum but the office might be closed because most of its business is gone.

"You can't scale back there because it's very labor intensive," he said, adding that Ketchum might try to keep the office open by selling a portion to local businessmen or by making an arrangement with a Japanese agency. A decision is expected as soon as this week.

In the past three years, the office has lost most of its business to other, more established international agencies.

The final blow came last month when Rothmans International quietly moved its Dunhill cigarette to DDB Needham Japan, a source said. The account size couldn't be determined, but industry sources say it was significant.

Kroyer

In 1989, Ketchum's Tokyo operation lost the White Horse Scotch whisky account, Blue Nun wine and Grand Marnier to Leo Burnett-Kyodo Co. Early last year, Mizua Porsche left Ketchum for Grey-Daiko and the agency's biggest account, Hennessy cognac, moved to Burnett.

In the U.S., Ketchum Advertising USA President Bob Kroyer said the headquarters move is being made to tap into midsize clients looking for midsize agencies.

He said a Harris poll indicated several such clients with billings of $10 million to $30 million are looking more to midsize agencies than to large shops.

"That's the kind of client that will fit right in at Ketchum," Mr. Kroyer said. "That will be an important client to Ketchum and won't be so big as to be dominant or so small as to get lost."

As a whole, Ketchum is a fairly large agency with 1990 worldwide billings of $1.03 billion. In the U.S., Ketchum bills $944 million. Besides New York and Pittsburgh, Ketchum has major offices in San Francisco and Los Angeles.

But the agency has a fairly low national profile because each of its domestic offices has operated autonomously. And while Ketchum's West Coast operations are known for campaigns for DHL Worldwide Express and American Honda Motor Co.'s Acura division, the New York office has lacked a distinctive personality.

Last year, Ketchum tried to change that by hiring Steve Penchina from Penchina, Selkowitz as executive creative director. The transition continued late last year when Chairman Hank Seiden left the agency. Mr. Seiden had served as the de facto creative director, and the chairman's post hasn't been filled.

Now, "our intent is to help the New York office grow over the next three to five years into a major entity in the marketplace," Mr. Kroyer said.

Ketchum has increased the New York new-business budget and added two new-business development staffers. Ketchum executives are also planning training programs for its junior staffers. In the past, only media department staffers got formal training. □

Clutter

(Continued from Page 3)

including commercials, public service announcements, promos, billboards and program credits.

The study marks the first time specific programs were scrutinized for their clutter levels. However, a previous ANA/Four A's study revealed that on average, all three networks had increased the amount of commercial time between 1990 and 1991.

The clutter issue has come under fire from advertisers that fear their commercial messages are losing impact as the amount of non-programming time increases.

"It is essential that advertisers use these data as an additional tool in negotiating with networks, syndicators and cable networks," said Richard Kostyra, exec VP-U.S. director of media services at J. Walter Thompson USA, New York, who spearheaded the clutter research project.

The report also lists the clutter levels of specific Big 3 network daytime and late-night programs, prime-time Fox programs, selected syndicated programs and daypart averages for five major cable networks.

The data are based on monitoring by Nielsen Media Research and Advertising Information Services conducted Nov. 18 to 24, 1991.

Mr. Kostyra said the ANA and Four A's plan to release the report twice annually and that the next report is tentatively scheduled for this spring.

The Network Television Association maintained that clutter levels on network TV are still less than on other broadcast media.

"The three broadcast networks still have the least amount of clutter of any television medium —less clutter than cable, independents and syndication," said Suzanne Worden, VP-director of public relations. □

TV ad clutter in prime time

Network TV shows that aired from Nov. 18 to Nov. 24 and the number of minutes of non-programming time per hour. For half-hour shows, time is doubled.

Monday

8 p.m. (ET)	8:30 p.m.	9 p.m.	9:30 p.m.	10 p.m.	10:30 p.m.	11 p.m.
MacGyver 12:21		Monday Night Football				
Evening Shade 14:12	Major Dad 13:50	Murphy Brown 13:46	Designing Women 14:18	Northern Exposure 13:16		
Fresh Prince 15:06	Blossom 13:50	NBC Monday Night Movie 13:23				
Fox Night at the Movies 13:50 (telecast Oct. 27, 1991)				No Fox programming		

Tuesday

Full House 15:12	Home Improvement 12:40	Roseanne 12:52	Coach 14:06	Homefront 12:22		
Rescue 911 14:04		CBS Tuesday Movie 13:40				
I'll Fly Away 13:18		In the Heat of the Night 11:42		Law & Order 12:41		

Wednesday

Dinosaurs 14:10	Wonder Years 13:36	Doogie Howser, M.D. 13:58	Anything but Love 12:20	Civil Wars 10:04		
Brooklyn Bridge 14:28	Royal Family 14:06	Jake and the Fatman 14:16		48 Hours 13:45		
Unsolved Mysteries 12:02		Night Court 14:02	Seinfeld 16:24	Quantum Leap 12:44		

Thursday

ABC Thursday Night Movie 14:01				Prime Time Live 11:21		
Top Cops 14:50		48 Hours 13:05		Knots Landing 12:22		
The Cosby Show 13:14	A Different World 15:42	Cheers 13:54	Wings 16:08	L.A. Law 14:27		
The Simpsons 15:40	Drexell's Class 17:08	Beverly Hills, 90210 14:46		No Fox programming		

Friday

Family Matters 14:24	Step by Step 14:30	Perfect Strangers 14:46	Baby Talk 12:58	20/20 12:24		
Rescue 911 13:08		Carol Burnett 12:46		Trials of Rosie O'Neill 12:57		
Eerie, Indiana		NBC Friday Movie 14:23				
America's Most Wanted 14:17		Best of the Worst 15:40	Totally Hidden Video 16:02	No Fox programming		

Saturday

Who's the Boss? 12:58	Growing Pains 12:52	ABC Saturday Movie 12:05				
Bob Newhart Anniversary 13:51		A Party for Richard Pryor 12:37				
Golden Girls 13:26	Walter and Emily 14:38	Empty Nest 14:20	Nurses 16:10	Sisters 12:50		
Cops 13:48	Cops 2 16:48	Specials		No Fox programming		

Sunday

7 p.m.	7:30 p.m.					
Life Goes On 10:39		Funniest Videos 14:42	Funniest People 13:40	ABC Sunday Night Movie 11:29		
60 Minutes 13:37		Murder, She Wrote 13:27		Very Best of Ed Sullivan 2 13:10		
Torkelsons 13:02		Hat Country Nights 13:06		NBC Sunday Night Movie 12:41		
True Colors 14:14	Parker Lewis 13:32	In Living Color 15:36	Roc 15:32	Married... With Children 15:18	Herman's Head 12:12	Paul Rodriguez Special 13:42

Source: ABS, Nov. '91

JOHN SMITHER/KIMBERLY MART

Papers

(Continued from Page 3)

improvement or a reaction to a really bad January last year as a result of the war," said Nick Cannistraro Jr., VP-advertising and marketing for the *Post*. "Yes, we had a pretty good January. The real question is will it hold up after the war effect [is factored out]. If we see strength in February or March, we may be climbing out" of the recession.

"There's some activity that has us smiling for the first time."

"We are in somewhat of an upturn [in real estate and employment linage], but I'm not ready to call it an upturn yet," said Jim Currow, VP-sales & marketing for *The Miami Herald*. "We're seeing positive signs at the end of January and continuing into February. But two weeks a trend does not make."

Jim Marchal, VP-advertising for Gannett Co. agreed.

"It's difficult to make significant comparisons in January and February because of the war in 1991," he said, noting that Gannett has seen improved classified advertising since summer with more automotive and real estate ads and smaller declines in help-wanted.

"We think the March and April period will determine whether its a full-fledged recovery," he said.

Newsday has seen upturns in automotive and real estate classified but not help-wanted or retail.

"If the first five or six weeks of the year are any indication, there's some activity that has us smiling for the first time," said Robert M. Johnson, publisher-ceo of *Newsday* and *New York Newsday*. "I think things have to start turning around this year, but I don't think we'll see anything of any significance until the second half. If I see these ticks for two or three months in a row, I'll feel a lot better than if it's just a momentary blip."

"We are not overly optimistic about a turnaround in the first quarter," said Elaine Lintecum, corporate financial analyst for McClatchy Newspapers, which owns *The Sacramento* (Calif.) *Bee* and 10 other dailies primarily on the West Coast.

Stock market analysts who study the newspaper business are expressing some optimism.

Newspaper ad revenues are expected to increase about 2.5% for 1992, with the first half remaining flat and about a 5% improvement in the second half, reports Donaldson, Lufkin & Jenrette. This is a significant improvement over the 6.8% decline to $30.1 billion reported last year.

C.J. Lawrence, Morgan Grenfell, an investment company, is predicting that earnings per share for nine major newspaper companies will be up more than 20% for the first quarter, compared with the same period the year before.

Newspapers' improved performance is due primarily to aggressive cost-cutting in the past two years, particularly newsprint prices and personnel. □

Bradley Johnson and Scott Donaton contributed to this story.

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